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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/084,636	02/28/2002	Kazuhiro Ogura	016907-1378	3699
22428	7590	05/07/2008	EXAMINER	
FOLEY AND LARDNER LLP			BEKERMAN, MICHAEL	
SUITE 500			ART UNIT	PAPER NUMBER
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No. 10/084,636	Applicant(s) OGURA ET AL.
	Examiner MICHAEL BEKERMAN	Art Unit 3622

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED. (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 23 January 2008.
 2a) This action is FINAL. 2b) This action is non-final.
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1,2 and 4-18 is/are pending in the application.
 4a) Of the above claim(s) 12-18 is/are withdrawn from consideration.
 5) Claim(s) _____ is/are allowed.
 6) Claim(s) 1,2 and 4-11 is/are rejected.
 7) Claim(s) _____ is/are objected to.
 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.
 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) Notice of References Cited (PTO-892)
 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
 3) Information Disclosure Statement(s) (PTO/SB/08)
 Paper No(s)/Mail Date _____.

4) Interview Summary (PTO-413)
 Paper No(s)/Mail Date _____.
 5) Notice of Informal Patent Application
 6) Other: _____.

DETAILED ACTION

This action is responsive to papers filed on 1/23/2008.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

1. **Claims 1, 2, and 4-11 are rejected under 35 U.S.C. 103(a) as being unpatentable over Treyz (U.S. Patent No. 6,587,835) in view of Chang (U.S. Pub No. 2002/0051200).**

Regarding claims 1, 2, and 5-11, Treyz teaches receiving advertisements (in the form of ingredients categorized and stored into a recipe) on a wireless device and relaying those advertisements to a kiosk in a store for printing (Column 53, Lines 10-60 and Figures 91-92). The recipe of Treyz is symbolic of advertisement layout information (logos and special offers), advertisement type information (different items included in the recipe), and profile information (which portable device the recipe was sent to) (Figure 92). Treyz does not appear to specify any particular processes that take place once the request to print is sent from the portable terminal. Chang teaches sending a request from a portable apparatus to print a document (Abstract). The request is sent to an output controller, which organizes the information and synchronizes it for the

appropriate printer, which in turn prints the document (Paragraphs 0028-0033). Chang also teaches authentication (registering), in which user ID and security keys (passwords) are traded between the portable device, output controller, and printer device (Paragraphs 0137 and 0176). It would have been obvious to one having ordinary skill in the art at the time the invention was made to allow printing from Treyz using the system of Chang. This would provide more security flexibility in choosing a printer to the consumer.

Regarding claim 4, while Treyz teaches email as being available through the system (Figure 92, Reference 880), neither Treyz nor Chang appears to specify sending advertisement information to the wireless device through email. It would have been obvious to one having ordinary skill in the art at the time the invention was made to send advertisement information to the user in whatever old and well-known format would work best for the user and system, including email.

Response to Arguments

2. Applicant argues “Treyz fails to disclose advertisement information contains advertisement information, advertisement type information, and user profile information which is added to address information of the portable terminal and used to determine items suited for a user of the portable terminal who is a target of the advertisement”. In the above rejection, Examiner stated “The recipe of Treyz is symbolic of... profile information (which portable device the recipe was sent to)”. To send a requested recipe to a user device, the system must inherently have information identifying the wireless

device that is the target of the transfer. This is considered to read on the broad limitation "profile information added to address information". The system would not send the recipe to the wireless device of a user that did not request it, and thus, the profile/address information of the wireless device is used to target items to a user (get the recipe to the right device).

Conclusion

3. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to MICHAEL BEKERMAN whose telephone number is

(571)272-3256. The examiner can normally be reached on Monday - Friday, 7:30 - 3:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric W. Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/M. B./
Examiner, Art Unit 3622

/Eric W. Stamber/
Supervisory Patent Examiner, Art Unit 3622